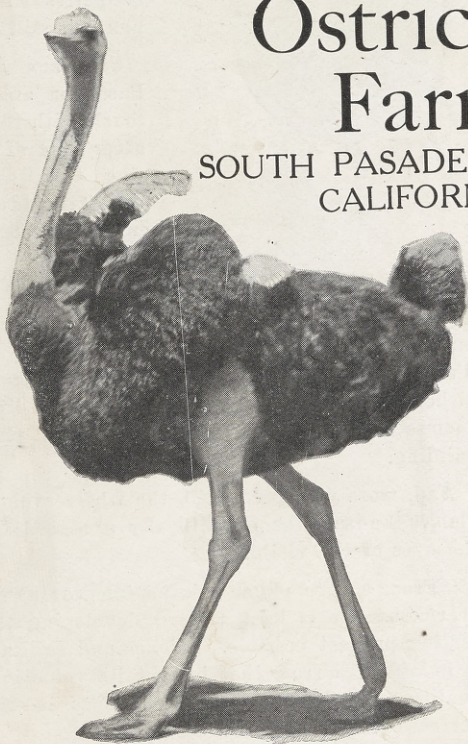


A SOUVENIR OF THE

CAWSTON

Ostrich Farm

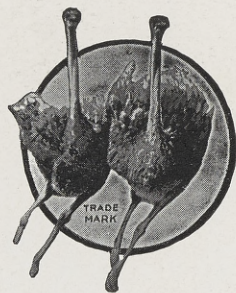
SOUTH PASADENA,
CALIFORNIA



CAWSTON'S **313 Broadway**
LOS ANGELES STORE

Near 3rd St.

OSTRICH PLUMES PAST AND PRESENT



SINCE time immemorial, the ostrich plume has been recognized as a peer of the diamond and the ruby for the adornment of feminine royalty.

Cleopatra sent hunters into her native African deserts to gather the matchless wing feathers of the earth's hugest bird; and today the ostrich plume is still a necessity to the wardrobes of the courts of the whole world.

So, when visitors pass into the beautiful Cawston Ostrich Farm at South Pasadena and move about among the 150 great ostriches, they are in close touch with the most interesting and valuable bird on earth—the most sought-after bird of all history and a conspicuous tempter of the vanity of women since times older than Rome.

Swiftly advancing civilization has altered many human tastes, but it has only increased the feminine instinct for the ostrich plume.

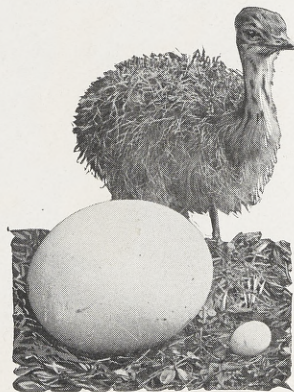
PERFECTION OF PLUME THE ONE CAWSTON THOUGHT

Here, at the great original American ostrich farm, which Mr. Cawston has made famous the world over, the modern American woman may see such a display of the royal feather as Cleopatra never saw, nor present-day royalty, either—several thousand dollars' worth of living plumes displayed by the birds themselves, and \$50,000 worth of prepared plumes on exhibition in an adjoining building.

And, more wonderful still, the whole evolution of the most luxuriant ostrich plumes known—the scientifically produced Cawston plumes—lies open before the eyes of the visitor.

“From egg to plume” is no idle catch word at the Cawston Farm. Here every thought is bent toward developing the egg into the highest class of feather product possible. Science and skill are applied to the egg the moment it is laid, and from that instant its value is developed step by step until the quality for which mankind cherishes it—the plume quality—is brought to perfection.

There, right before your eyes, is each step in the wonderful process—the huge ivory-colored eggs lying in their sand nests, guarded by pairs of ungainly birds; the newly-hatched, frowsy chicks about the size of a large hen; the feeding of the birds of various ages; the plucking of the plumes in the harvest season, and finally the preparation of the feathers in the factory.

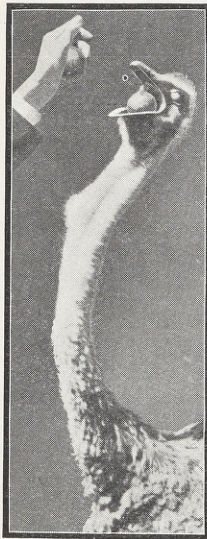


Ostrich Egg and Hen Egg.

WATCHING THE CHICKS GROW

Those great eggs give no suggestion of the regal plumage that is to bloom forth from them, and yet in six months after the chicks batter down the ivory walls and emerge into the California sunshine they are full-grown. Think of it—the largest bird in the world, and one of the largest ever on earth, even in prehistoric times, lifting its head from the egg to a height of eight feet in six months! Verily, you can “watch ‘em grow.”

In nine months from the egg the luxuriant plumes are ready for the factory! Every ostrich might well be called an upstart of the rankest sort, and yet this most valuable of the feathered tribe is so tenacious of life (in a favorable climate such as that of Southern



Swallowing Oranges.



California, where the species reaches its highest perfection) that he vies with man in longevity. The average life of the ostrich is from forty to fifty years, though many have been known to reach the age of 100.

Murder sometimes cuts them off in their youth, however. The male feathered giant is a vicious fighter when sweethearts are in question, and it is almost impossible to separate two of these gallants once they are dueling.

CARE IN FEEDING

The miraculous digestive ability of the ostrich is early evidenced. For four days after his advent into this hungry world he is a total abstainer, but really he is only “getting a good ready on!”

At the end of this preliminary fast the chick begins to devour gravel, and after having thus laid a firm foundation, he starts in to build up his system at the rate of a foot of growth a month on alfalfa, grain, vegetables, oranges and any valuables which he may be able to “pinch” from the apparel of amazed tourists.

Small rocks and other hard substances are a part of the daily menu. They are swallowed as an aid to digestion.

But despite the ostrich's fame as a swallower of any old thing, much care is taken to feed him the correct food for plumage development. Scientific breeding and feeding, in conjunction with the perfect climate of Southern California, account for the extra weight and luxuriance of Cawston plumes. Alfalfa is the staple diet for the birds on the Farm.

THE SIGHTS OF THE CAWSTON FARM

The Cawston Ostrich Farm lies in a beautiful sylvan dell among the hills between Los Angeles and Pasadena, and is quickly reached by electric cars.

Here, seated on rustic benches beneath spreading live oaks and California palms, with winter-blooming roses on every hand, one may watch the gambols and antics, the feeding and the domestic habits of 150 adult ostriches. The stride of the ostrich when in a hurry is twenty-two feet, and to see a flock of these birds doing a 100-yard dash is a sight both wonderful and ridiculous.

Queer creatures they are, in very truth, and their crazy actions provide more fun than a circus.

Anyone who thinks he knows what an ostrich looks like because he has seen one or two wandering disconsolately around a pen in some zoological garden or cruelly confined in some traveling show, is very much mistaken.

The ostrich in the flock, with ample room to roam amid natural surroundings, behaves like his natural old self, and is constantly exhibiting before your eyes the points for which he is famed—the terrific strength of his forward kick, his tremendous stride and speed, the peculiar outstretching of the miniature wings as he runs, the ability to pass large objects, such as oranges, down a slender neck, and the foolishness of his little brain, which is so small in proportion to his body that it is powerless to keep the unruly body from performing all sorts of silly evolutions every now and then.

OSTRICH PECULIARITIES

The ostrich is a great sport. He is inordinately fond of "sparklers." Probably this should not



The Fountain.



The Aviary of Rare Birds.

be surprising in a native of South Africa, where so many diamonds are found. He will eat the diamonds out of the front of a boiled shirt or out of a lady's ears, if he can possibly make the "touch."

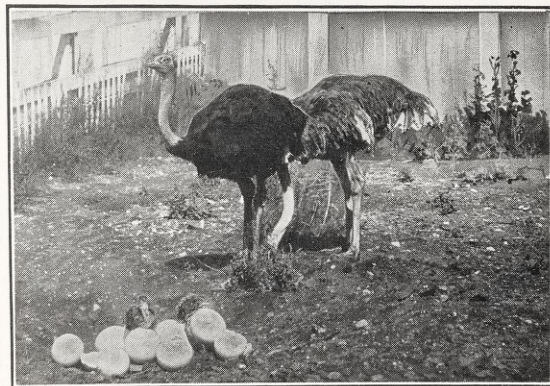
He is fond of snatching and swallowing lighted pipes, too, and nails, glass and pieces of jewelry of any size all taste good to him. Green hat veils he loves.

For this reason, as well as for the fact that ostriches are dangerous when angered, all the birds on the farm are kept within stout wooden fences.

The birds are raised both by the natural process and with huge incubators. In the breeding season the male hollows a nest from the sand, and being of a darker plumage than his mate, fits his shades to the night shadows and broods from sunset to dawn. The females take charge of the eggs during the day time. Eggs sometimes weigh as much as three pounds each.

Ostriches live a contented married life and are very little troubled with "affinities." They are very practical and unsentimental about their domestic affairs, once the courtship is over.

The Cawston ostriches have absorbed some of the parental selfishness of civilization, however, and are prone to leave their offspring to the care of charity soon after they are hatched.



Proud Parents Watching Over Their Newly Arrived Offspring.



Taking the Plumes.

CLIPPING THE OSTRICHES

Clipping the birds affords a scene of great interest. Such an event is advertised beforehand and is done in public.

The magnificent plumes are seen in all their glory on the wings of some great bird as he proudly displays his finery; then you see him driven into an angle of the fence, a hood is slipped over his head, rendering him docile, and while one man holds him, another deftly clips the plumes close to the flesh.

The operation is painless, there being no real "plucking." Every plume is cut. After this, the visitor may follow the feathers through all the process of washing, dyeing, curling and making up.

Having seen the eggs, the chicks and the grown birds, the visitor turns to the Factory, where the wonderful feather goods, for which the name Cawston is famous the world over, are prepared. This is the largest ostrich feather factory west of New York, and the most famous probably in the world. The Cawston Ostrich Feathers have been awarded prize medals at the exposition in Paris,

Buffalo, Omaha, St. Louis, Portland and Jamestown in competition with the world's manufacturers. We now turn to the handsome exhibition salesroom, where the most magnificent display of ostrich plumes is arranged. The stock in this room alone amounts to \$50,000. A city salesroom is also maintained at No. 313 South Broadway, Los Angeles.

The Cawston Ostrich Farm has no agents:

Another large Cawston farm composed of almost 1000 birds is maintained at San Jacinto purely for breeding purposes. Here experiments are carried on in crossing the different strains of ostriches imported by Mr. Cawston.

ORIGIN OF THE CAWSTON FLOCK

Mr. Cawston originated ostrich farming in Amer-

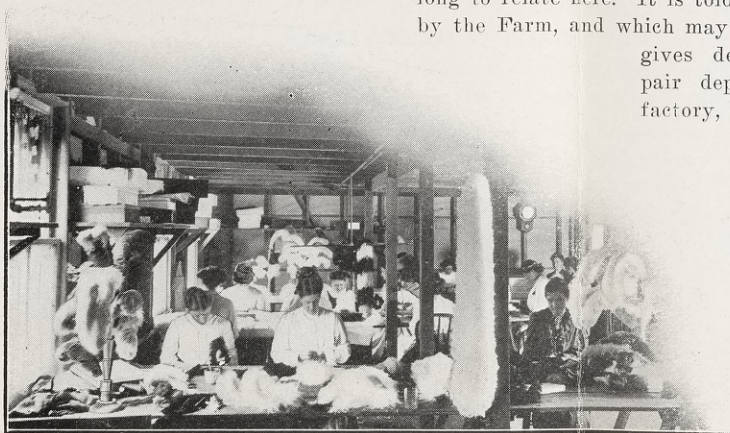
ica twenty-two years ago, when he imported a flock of fifty birds from Africa. The vicissitudes of the homeward voyage in the specially chartered and equipped ship form a story of intensest interest, but too long to relate here. It is told briefly in a souvenir catalogue issued by the Farm, and which may be had on request. The catalogue also

gives details concerning the big feather repair department maintained by the Cawston factory, where old feathers may be sent from any part of the world for rehabilitation. Ostrich feathers never become too old to be made over by experts. The farm pays the shipping charges on all goods repaired or sold.

Ostrich plumes last a lifetime, defying changing fashions. Thousands of visitors pour into the Cawston Ostrich Farm annually to study the process whereby this fashion of centuries is satisfied.



Salesroom,
South Pasadena.



A Corner in the Factory.



Magnificent Ostrich Feathers

At Producer's Prices

CAWSTON SELECTED

There are no finer Plumes in the world than the Cawston Selected. The stock is the very finest, taken from the male birds only. Exceptionally broad and perfect in every detail.

No. 130, 13-in. Cawston Selected.....	\$ 4.00
No. 150, 15-in. Cawston Selected.....	5.00
No. 170, 17-in. Cawston Selected.....	7.00
No. 190, 19-in. Cawston Selected.....	10.00

PRINCESS.

No. 311, 13-in. Princess Plume.....	\$3.00	No. 711, 17-in. Princess Plume.....	\$6.00
No. 511, 15-in. Princess Plume.....	4.00	No. 911, 19-in. Princess Plume.....	8.50

SPECIAL TWO YARD BOA, \$15.00

No. 204—Any Color. We are putting out this boa as a special inducement to our mail-order patrons, and endeavor to make it the finest ever sold anywhere for the price.

It is a fashionable length, 2 yards. It is made full and fluffy and is composed of the finest stock from the male ostriches' wings. This grade of feathers is the same as is used in fine plumes. This boa equals any that can be found in retail stores at \$25.00.

Delivered prepaid for\$15.00

We make Boas at all prices and in all colors.

Write for Free Illustrated Catalogue, which tells how we can make over

YOUR OLD FEATHERS

into Willow Plumes or dye them any color. Send them to us and we will tell you what can be done with them, thus saving delay. No charge made for the information.



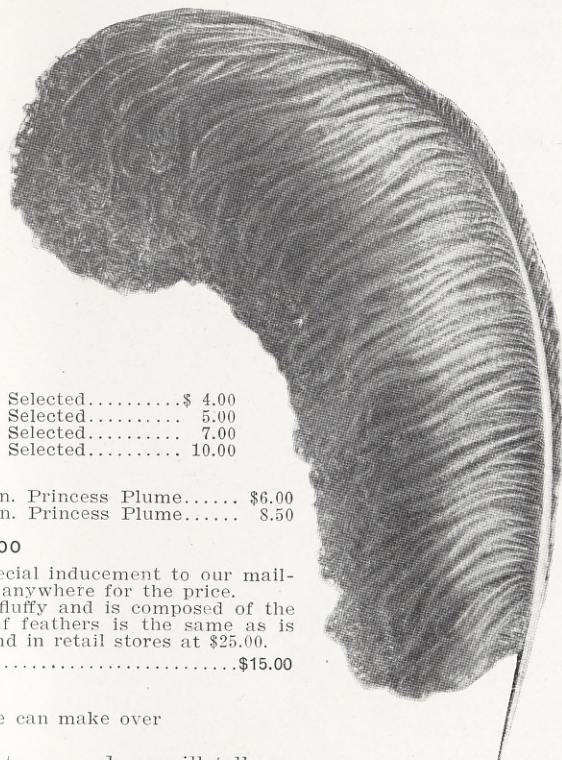
OSTRICH FEATHER FANS.

We carry an immense assortment of fans valued from \$1.00 to \$25.00 each. Nothing is a more appropriate or better appreciated souvenir of Southern California than one of our ostrich feather fans.

No. 371C—Eleven inches, black, white, pink or blue ostrich feather fans on decorated enameled sticks, delivered prepaid to any address for\$1.50

No. 375C—Eleven inches, black or white, ostrich feather fans. The black fans have real tortoise shell sticks. The white fans have mother-of-pearl sticks. These are exceedingly good values and cannot be duplicated in any store for the price. Delivered prepaid for.....\$10.00

All Cawston goods delivered free everywhere. Money back if not satisfactory.



**SATISFACTION
GUARANTEED**



The New Willow Plumes

This season's
most fashionable
ostrich feather

In Black, White and all Colors—50c additional for each Plume dyed a combination of shades.

We are making Willow Plumes in all lengths. Our Willow Plumes are hand knotted, being unlike many cheap grades, the ends of which are pasted together. We can supply Willow Plumes in all colors to match any hat or costume.

Only the very finest stock can be used in the manufacture of **Cawston Willow Plumes**. The special feature about these Plumes is their extraordinary long flues, which are skillfully made by knotting the flues from other feathers on to the ends of the flues of one of our Extra Special Plumes, thus practically utilizing several Plumes to make one Willow, the result being a creation of great beauty.

The "**Cawston Special**" 17 inch Willow quoted below is made of short stock, each flue knotted twice. The regular **Cawston Willows** are made of long stock knotted only once.

The " Cawston Special " 17-inch Willow Plume.....	\$10.00
No. 15W, 15-inch Willow Plume.....	12.00
No. 17W, 17-inch Willow Plume.....	17.50
No. 19W, 19-inch Willow Plume.....	22.50
No. 21W, 21-inch Willow Plume.....	27.50
No. 23W, 23-inch Willow Plume.....	35.00

CAWSTON

Ostrich Farm



SOUTH PASADENA
CALIFORNIA

ORIGINAL OSTRICH
FARM OF AMERICA

ESTABLISHED 1886

The Cawston Stores

SAN FRANCISCO:

54 GEARY STREET

LOS ANGELES:

313

SOUTH BROADWAY

NEAR THIRD STREET

REMEMBER THE NUMBERS